

AGENCIES AND ADVERTISERS ON WABD-DUMONT, 1944

Advertising Agencies

Abbott Kimball, Inc.

Al Paul Lefton Adv. Co., Inc.

Anderson, Davis & Platte Adv. Agency

Benton & Bowles, Inc.

Biowe Adv. Agency

Buchanan & Co.

Cecil & Presbrey, Inc.

Charles M. Storm Co., Inc.

Compton Advertising, Inc.

Eleanor Lambert

Foote, Cone & Belding

Geyer, Cornell & Newell Adv. Agency

Helena Rubinstein

J. Walter Thompson

Keelor & Stites of Cincinnati, O.

Kenyon & Eckhardt, Inc.

Newell-Emmett Co.

Norman D. Waters & Associates

Reiss Adv. Agency

Ruthrauff & Ryan, Inc.

Charles M. Storm Agency

Television Workshop of N. Y.

Tom Fisdale Agency

Wade Agency

Westheimer & Co. Adv., St. Louis, Mo.

New School of Dramatic Art

WNEW Radio Station

WOR Radio Station

Products

Dobbs

Harpers Bazaar

Knox

Rival Dog Food

No-Mend Hosiery

Alexander Smith Carpet Company

Post Tens

Kellogg Products

Eversharp Pen and Pencil

Alden's Chicago Mail Order House

Boots Aircraft Nut Co.

Tintex

Hillman Publishing (Real Story)

Click Magazine

Ivory Flakes

Mobile Oil

Duz

Saks Fifth Avenue

Georg Jensen, Inc.

Lanz of Salzberg

Lille Dache

Ester Dorothy Furs

I. J. Fox

John Fredericks

Coty

RKO Pictures

Knox Hats

Client Direct

American Peanut Council

Fashion Frocks of Cincinnati

(Produced by RKO Television)

Fashions & Richard Hudnut Cosmetics

Mademoiselle

Proctor Electric

Chesterfield

Stardust Under-Garments

Aero Magic Shoes

Dove Skin Knit Undies

Jones Health Underway

Flatternit Hosiery

Herbert Fabrics

Cello-Sheen Table Cloths

Ben Pulitzer Creations, Inc.

Press-On Mending Tape

Lever Brothers (Spry, Lifebuoy, Finso)

U. S. Treasury Department

Esquire Magazine, Inc.

Durez Plastics and Chemicals, Inc.

Ben Pulitzer Creations

Norman D. Waters & Associates

Press-on Mending Tape

Reiss Advertising Agency

Spool Cotton Company

Alka Seltzer

International Shoe Mfg. Co.

They are putting on experimental programs of all types, but are in no way sponsored

Are experimenting with the medium.

No sponsors.

Are experimenting with the medium.

No sponsors.